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Consumers' guide

December 1942



Sweden Rations Food

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War forces even a neutral country to parcel its goods carefully among its citizens, and Sweden shows some new ways to do it

THERE'S no such thing as sitting out a war when all your next-door neighbors are fighting, and Sweden knows it.

Business cannot go on as usual.

A million details of living have to change.

There's no universal blueprint, either, showing how a nation must go about re-shaping its business and its living when war is battering all around it. But the devices used by every nation, in war or out, to keep its people fed and secure, become yardsticks for every other nation against which to measure its own routes and goals.

Sweden is a country only slightly larger than our own State of California. It has about the same number of people, 6½ million. It is in a very different locale. The lower end of Sweden is in about the same latitude as Moscow and the southern tip of Alaska. Its upper end reaches beyond the Arctic Circle. Trees, mountains, lakes and rivers dominate the scenery.

Surrounded now by war, Sweden cannot get out very often to do business, or to buy groceries from other countries. She must depend in the main on what she can raise in her own soil and on what she has stowed away.

Before the war, Sweden could be counted a "prosperous" nation. Her prosperity depended a good deal on trading with other countries and trading was good. Her ships carried wood products, steel, and machinery to the rest of the world. They brought back fodder for livestock; fertilizer for the soil; raw materials for industry, for clothes, for heat and power to operate factories and motor cars. They brought oils, coffee, spices, and fruits for Swedish meals.

Automobiles were relatively common. Telephones, too. Utilities were, and are, operated by the government. Rates were low. There were very few very rich or very poor people.

About one-third of the people of Sweden belong to consumer cooperative societies, which in peacetime brought them the



NO HUNGER shows in this face. The lad gets a hot lunch each school day. Despite wartime difficulties, Sweden clings to its peacetime lunch program. Today, a quarter of Stockholm's school children get midday meals. They're free when children can't pay.

latest in goods and services, and which still return whatever profits there are to consumers. These cooperatives range from grocery store chains to flour mills to factories which make shoes, margarine, bread, macaroni, galoshes, light bulbs, cellulose wool, and a number of other articles.

Not only did cooperatives help raise living standards of the Swedes, but they acted as an educational force. The Swedish habit of buying for cash one authority attributes to a long campaign carried on for about 40 years by cooperatives to impress consumers with the

economic evils of paying for goods long after the goods had been used up.

Cooperative societies have continued to grow during the war, although many of their activities are curtailed as materials and supplies dwindle.

The war didn't catch Sweden by surprise. She saw it coming, and knew she might have to tie up her ships at the dock. She began to stock up as far back as 1936. She built up reserves of clothing, medical supplies, and food. As the war drew closer she forbade the export of food and essential raw materials.

Up to July 1942, Sweden lost a total of 150 vessels, sunk, adding up to 637,000 deadweight tons; and almost a thousand sailors lost their lives. That's a

big total for a small neutral country.

Nature teamed up with the warring nations to reduce Sweden's food supply. For 2 successive years, 1940 and 1941, crops failed. The 1941 winter was the coldest on record. The 1941 crop was the poorest in 70 years.

Swedes now have permission to move 5 ships per month through both the British and German blockades. These ships take Swedish cargoes to South America and Africa, and return with food, textiles, and fuel. The government dictates the use of these ships, allocating space for imports and exports.

What these ships bring, plus what the Swedes have left from their pre-war reserves, plus what they can grow at home, add up to what they eat. Although rations are tight, they're not desperate. Swedes still eat much better than the people of the occupied countries of Europe. They are trying various devices for seeing that the nation's foodstuffs are divided up according to need.

Last year Sweden spent about \$6,250,000 to provide edible fats and milk at prices below the market for families with taxable incomes under \$500 a year.

Milk is not rationed; fats are. Persons in low-income families get ration cards which entitle them to buy both rationed household fats and unrationed milk at special depots where the foods are sold at below-market prices; or to buy these items

at regular retail stores at lower prices. The government makes up the difference to the distributors.

This year it has been proposed to quadruple the amount spent by the government for low-cost fats and milk.

The Swedish State Information Board estimates that nearly half the households in Sweden have special cards entitling them to buy low-cost government-subsidized fats. The count is about 48 percent of Swedish families. Some 23 percent of the population have special cards for low-cost milk.

Since low-income families cannot afford the more expensive non-rationed foods, the government has recently issued them extra ration cards permitting them, if they have the price, to buy more of the cheaper—but nourishing—types of rationed foods.

In addition, a quasi-government drive operates during the winter months to collect unused ration coupons from persons who do not intend to use them, to distribute among low-income people, and to the forest workers who are the backbone of Sweden's wartime economy.

Workers in heavy industry, including these forest workers, charcoal burners, and others, get more than average rations of meat and bread, as do farmers and farm laborers. When a manpower shortage showed up in Sweden recently, the government encouraged volunteers to work on the land and in the forests by announcing that

AMUSED at themselves, the Swedes took this picture of ration-card trouble in a family with 14 children. With many foods rationed, the cards pile up. But mother, happy to be able to get the food these cards entitle her to buy for all her clan, manages allright.




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Ransnerings- KALENDER

31-6
aug.
1945

K 53		K 42	
K 41	K 40	K 39	K 38

Jun-31 aug. och Kr 47 aug-30 sept.

MANDEL och KÄRNOR

A 40		V 39	
A 39	A 38	V 37	V 36

A 40 mandel och V 39 kärnor

Heltäckning gäller för inköp av 50 gram potatismjöl, av potatisärrer, av potatisgullar, av sagorger. K 53 gyller 1 sept-30 nov.

MALING

A 39		V 38	
A 38	A 37	V 36	V 35

A 39 maling och V 38 färg

Heltäckning A 40 gyller 1 juni-31 aug. för inköp av 55 gram mandel eller kärnor. Heltäck. (2 nr) V 78-80 1 sept-30 nov. för 55 gr.

KRYDDOR

A 31		A 32		A 35		A 36		A 39	
A 30	A 29	A 28	A 27	A 26	A 25	A 24	A 23	A 22	A 21

V 31 V 32 V 33 V 34 V 35 V 36 V 37 V 38 V 39

Heltäckning gäller för inköp av 1 gram kryddor eller köksvätskor. A-höljning gyller 1 juli-31 aug. V-kylpung 5 gr. (heltäckning 2 nr) 1 sept-30 nov.

A 33		A 34	
A 32	A 31	A 30	A 29

V 31 V 32 V 33 V 34 V 35 V 36 V 37 V 38 V 39

OST

A 33		A 34	
A 32	A 31	A 30	A 29

V 31 V 32 V 33 V 34 V 35 V 36 V 37 V 38 V 39

Heltäckning gäller för inköp av 250 gram ost. A 33 gyller 1 juni-31 aug. A 34 1 sept-31 okt.

LJUS

For knusall 1 polekar fasthetser. Heltäckning gäller för inköp av 425 gram ljus eller köpsavens vid J 1 i maj-31 aug.

MJÖL, BRÖD och GRYN

J 9		J 10	
J 8	J 7	J 6	J 5

31 aug-2 10 i sept-31 okt.

Heltäckning gäller för inköp av 425 gram ljus eller köpsavens vid J 1 i maj-31 aug.

V 39		V 38		V 37		V 36	
V 35	V 34	V 33	V 32	V 31	V 30	V 29	V 28

V 39		V 38		V 37		V 36	
V 35	V 34	V 33	V 32	V 31	V 30	V 29	V 28

they'd be given extra rations along with the regular farm workers and lumbermen.

Children are allowed special rations of nourishing foods like cocoa, oats, and sirup.

People over 60 are allowed a bit more coffee than their juniors.

Invalids can get extra rations, and pregnant women are allowed almost double the normal amounts of essential food.

Foods smallest in supply are eggs, coffee, tea, spices, and fresh fruits.

Sweden is a coffee-drinking nation like the United States. When coffee first was rationed in 1940, stocks were ample and there was no noticeable curtailment of coffee-drinking habits. However, as time went on and imports came almost to a standstill, rations were slashed. By January of this year, rations allowed adults only one-half pound of coffee for 3 months—from January to April. At the same time, it was announced that there would be no more coffee from then until October. Later, the supply situation improved and another half-pound per person was allowed to last through the spring and summer until October. Total coffee per person then was a pound—for a 9-month period. These are slim pickings for a coffee-drinking people. Ersatz coffee, made from rye, acorns, and dandelion roots, may have a little real coffee tossed in for flavoring.

In the fresh fruit line, bananas are missed the most, with citrus fruits running a close second except for oranges of which there is a supply, although limited.

The average Swede has a drawerful of ration cards—at least 25 in current use. It's a tough job keeping track of them, and that job isn't helped any by constant changes in the values of the coupons.

If a shipload of coffee comes into Stockholm, the coffee ration may be raised a bit. If a cargo of American pork arrives, it is announced that egg-ration coupons are interchangeable for pork. If the fishing fleet comes back with a large catch, the authorities may reduce the meat ration in order to conserve meat and encourage fish eating.

For the average Swede to keep up-to-date on the value of each of his ration card coupons, he must read a sort of stock market report whenever he goes out to shop. Daily newspapers have taken to running a "Ransonerings Kalender" or "Ration Calendar" which names each

coupon in current use, tells what can be bought using that coupon, for how long the coupon is good, and what exceptions are being made in the case of special groups (like children, or low-income families).

To add to the complications—or perhaps, to ease them—the consumer is given a wide range of choice in using his ration coupons. For example, with one sort of coupon he can get bread—one of 6 standard loaves—or he can buy hardtack, crackers, oatmeal, macaroni, spaghetti, peas, beans, or any of a number of flours and bread grits.

Children may choose between cocoa and tea, using the same coupon for either. Adults can get coffee—for the same coupon—in either roasted or green form. People have taken to buying green coffee, for which the rations are slightly larger, and roasting it themselves on stove tops.

With one "edible fats and cream" coupon the consumer may purchase margarine, or butter, or cooking oil, or cream.

The "spice" coupon is good for so many grams of spice—"buyer's choice."

The newspaper "Ration Calendar" keeps the public advised on all these alternatives.

One enterprising manufacturer recently put on the market a pocketbook containing a number of compartments to keep the ration cards separate. Confusion still reigns in Swedish shopping, even with this ingenious device; but the Swedes are happy that they can buy food at all.

A simple technique is practiced in Sweden in dividing up the values of coupons. Ration coupons have certain values, of course. For example, one coupon may allow the holder to buy a pound of meat. If he wants only a couple of sausages, say, weighing just a fraction of a pound, he goes to the butcher's and trades his whole coupon in for a whole new card of fractional coupons, each good for a fraction of a pound of meat, adding up to a pound. It's like changing a dime into 10 pennies. He then buys what he wants, and the butcher detaches coupons for the 2 sausages from the new ration card. The little-value coupons he gets for his big-value coupon are called "exchange coupons."

The consumer does the same thing when he eats rationed food in a restaurant. He must turn in a coupon for meat, or bread, or butter, or eggs eaten in a restaurant meal. So that he doesn't have to give up a whole coupon, worth a pound of bread, in exchange for just a couple of slices, he gets

"exchange coupons," and has only enough of them detached to cover the 2 slices.

Because of bad crops and because Sweden had to take land away from grain in order to produce cattle fodder that had been imported, the Swedes ran short on bread grains and had to ration bread.

After a number of reductions had been made in the ration, the government ordered a mixing of barley and rye in the bread wheat flour. After August 3, 1942, the government forbade the baking of an unlimited variety of loaves—and standardized bread baking. Only 6 types can now be made and sold—2 of wheat, one of mixed flour, and 3 of rye.

This standardization resulted in lower costs to bakers, so the government ordered reductions in the price—a 10 percent reduction in the price of the rye and mixed flour loaves, and a 2 percent reduction in the wheat loaves.

Fodder for animals has presented heavy problems. For 2 winters straight, it was necessary to slaughter livestock because of the feed shortage. That helped out the meat situation temporarily, but animals were being slaughtered faster than they were being bred, and it couldn't last.

Ersatz was part of the answer. Swedish scientists developed a synthetic fodder that is 85 percent cellulose—a wood product, and wood is abundant in Sweden's [Concluded on p. 15]

FARMING goes to town in food-rationed Sweden. City dwellers fill out their menus with vegetables and fruits they raise on vacant lots, tending their "landed estates" in spare time. There are over 10,000 such gardens in Stockholm alone.



How do you rate as a transportation saver?

SOME evening, when your neighbors drop around to chew the rag, you might try this quiz on your self and the crowd to see who rates highest as a transportation saver.

By this time you know that you must use a minimum of gasoline; that you must take great care of your car and your tires; that you must cut your railroad travel to essential trips only; that you must use your feet more. But you must also take extra care of your shoes.

You know, too, that you must put less of a burden on other people's cars, on public vehicles, on the time of people who have been performing services for you.

But exactly what have you done to meet these wartime requirements?

Give each person a plus mark for each of the savings suggested here which he has made; a minus mark for those left undone. You might put a check mark against suggested savings which don't apply to you. Then add up the plus and minus marks.

Honors, of course, go to the people with the largest number of plus, and the fewest number of minus, marks.

1. If you live within walking distance, do you always walk to and from work? ()
2. If you live within walking distance, do you always walk to and from church? ()
3. Whenever they occur within walking distance, do you always walk to and from social and union gatherings? ()
4. If you live within walking distance, do your children always walk to and from school in good weather? ()
5. Do you always walk to and from the stores where you buy? ()
6. Have you reduced the number of special trips you make to stores to buy food? ()
7. Do you avoid special trips to food stores by doing your shopping on your way to or from work, or to or from school? ()
8. Have you made *no* telephone requests for any special delivery of foods to your home during the past month? ()
9. Do you always carry home all the food you buy? ()
10. Have you helped to cut down on home delivery of milk by buying it at stores? ()



IF you're not in Washington now, don't let the Victory wagon lure you here. The ingenious guide, who thought up this one, helps some of the very few people who have time for sightseeing to cover the ground without wearing out vital materials. This way he saves tires, gasoline, machinery. Here he pauses before the U. S. Supreme Court Building.

By reducing the number of times the milkman calls at your home? ()

11. Do you always carry home with you purchases you make at department stores when they weigh less than 10 pounds? ()
12. Do you do your own laundry delivery service? ()
13. Does the laundry truck come for and deliver laundry for your house on the same day it comes for your neighbors? ()
14. Have you learned how to do simple repairs in your house, so you don't have to call in a repairman to fix your plumbing? () Wiring? ()
15. If you are a housewife, do you avoid peak hours and do your shopping when traffic is at its lowest? ()
16. When you board a trolley or bus, do you always have your fare ready, so you don't hold up traffic? ()
17. Do you avoid making special trips

to town to pay your bills? ()

18. To avoid having to send things back to stores, do you shop more painstakingly now? ()
19. Christmas isn't far off. Are you sending people small, compact gifts this year, instead of bulky ones, so that you won't overburden transportation facilities? ()
20. Do you wait for a new movie to come to your neighborhood theatre, instead of going downtown to see it as soon as it arrives in town? ()
21. If you have to drive to town to attend to necessities, do you first call your neighbors to ask them if they want a lift? ()
22. Are you cultivating punctuality, so that you don't have to "grab a cab" or use your own car to keep from being late? ()
23. Do you make it a rule that you won't drive your car, except in emergencies, unless 2 or more people ride in it? ()



THESE are great days for good feet. This little girl, with the big lunch box, keeps in step with the times, wearing comfortable but sturdy shoes to do her daily trek to school. How about the shoes you wear? Are they, too, built for hard work and long walks?



TIRE inspection is required now, and only inspected tires rate recapping. The new rules may seem like a nuisance, but the reason for them is to give the greatest number of people possible the chance to keep their tires rolling for essential work in wartime.

24. When you are riding into town along congested bus or street car routes, and you pass a bus or car stop where a crowd of people are waiting, do you stop and offer a lift to some of them, to relieve congestion in the public vehicle? ()
25. Do you belong to a car pool? ()
26. As a member of a car pool, when you drive to work in someone else's car, do you see to it that other members of your family do not use your car for non-essential driving? ()
27. Have you arranged for central pick-up points for members of your car pool who live in scattered places? ()
28. Do you use less gasoline than your ration allows? ()
29. Can you truthfully say you have not driven over 35 miles an hour for more than a fraction of a mile at any time during the past month? ()
30. Do you check the air pressure in your automobile tires every week? ()
31. Improper alignment of front wheels causes tires to wear out faster than any other thing. If your tire inspector has told you your front wheels are out of alignment, have you had them straightened? ()
32. Unequalized brakes will shorten the life of your tires. Have you had them tested within the past 6 months? ()
33. Have you shifted your tires around from wheel to wheel within the last 5,000 miles? ()
34. Do you always leave a little space between your tires and the curb, when you park? ()
35. Do you always start and stop slowly,

- avoiding "jackrabbit driving"? ()
36. Do you drive around bad holes in the road? ()
37. Is the floor of your garage clean and free from oil and dirt which deteriorate rubber? ()
38. Do you use your hand chokes sparingly, to avoid waste of gasoline and dilution of the oil with gasoline? ()
39. Low gears use more gasoline and wear out the engine faster, so do you use low gears as little as possible, shifting into high as soon as the car is well under way? ()
40. After every 5,000 miles of driving, do you: Have your car's spark plugs cleaned and adjusted? () Have the air cleaner cleaned? () Have the distributor points checked to see whether they need cleaning and adjusting? ()
41. Do you have your car greased at least every 2,000 miles? ()
42. Have you had your oil filter checked within the last 6 months? ()
43. At least once a month, do you check the distilled water in your battery to make sure it is about 1/2-inch above the tops of the plates? ()
44. Do you make sure the station attendant, who greases your car, cleans corrosion from the battery terminals? ()
45. Are you sure that your car's battery is not overloaded with electrical appliances, such as fans, spotlights, cigar lighters, radios, heaters, electric defrosters? ()
46. If you saved your anti-freeze from last year, and put it in your car this winter, did you then have its strength tested by a hydrometer? ()

47. If you used last year's anti-freeze, did you strain off all sediment before putting it in the car? ()
48. Did you have the cooling system of your car checked before you put in anti-freeze this winter? ()
49. Have you put in your car no more anti-freeze than is necessary to protect it against average winter temperature? ()
50. If you have a bicycle, do you keep the wheels in alignment, the spokes tightened, the tires blown to the proper pressure, the moving parts oiled and clean? ()

YOU'LL have a heart for other people's time and tires if you carry home your own purchases each time you buy. For heavier ones, your child's play cart might help.



51. Do you always keep your bicycle under cover when it is not in use, so that the weather doesn't wear it out? ()

52. When you ride a bicycle, do you avoid hitting bumps in the road, riding over high curbs, which may throw the wheels out of alignment or bruise the tires? ()

53. If your bicycle is to be laid up for a while, do you take the weight off the tires by suspending it or standing it on the handlebars and seat? ()

54. Have you taken fewer trips purely for pleasure by train or bus this year than last? ()

55. Were this year's trips by train or bus shorter than last year's? ()

56. When you take trips by train or bus, do you always avoid leaving and returning on week-end days? ()

57. Do you buy train and bus tickets or make reservations at least one day before you are going to use them, to help transportation companies to plan their loads? ()

58. When you buy tickets or make reservations in advance, and then must cancel your trip, do you always notify the company promptly? ()

59. When you travel by train or bus, do you carry less luggage than you used to carry? ()

60. Have you invited fewer out-of-town friends and relatives to come to visit you this year than last? ()

61. When you have family, church, club, or union picnics, do you always try to have them held within walking distance from home, rather than at a place requiring transportation? ()

62. By this time, you realize how much more walking the Government wants you to do, so that good care of shoes is a transportation saver, too. Do you own a strong pair of walking shoes? ()

63. If you don't own such a pair, are you saving to buy a pair now? ()

64. Do you keep your walking shoes well polished, to prolong the life of the leather? ()

65. Do you repair heels and soles promptly when they need it? ()

66. When you are not using your walking shoes, do you keep well-fitting shoe trees in them to keep them in shape? ()

67. Do you always slowly dry shoes that are wet, away from the heat, and stuff them with paper? ()

68. Do you belong to any organization that arranges for group transportation of children to schools? ()

Tire inspection is here!

Uncle Sam wants you to get more mileage out of those 5 rubber tires on your passenger car—the 4 on the wheels, and the spare. So he is asking that you have the tires looked at regularly by a tire inspector in your community.

Inspection is compulsory. If you hold an "A," or "B," or "C" gasoline ration book, you must have your car's tires inspected regularly.

It starts now. Tire inspection begins December 1, 1942. By January 31, 1943—2 months later—every passenger car owner must have had his first tire inspection.

It will continue. After the first inspection, "A" book holders must have their tires reinspected every 4 months. Holders of "B" and "C" books must have their tires inspected every 2 months.

Local stations do the job. Many service stations, tire dealers, and garages in your community have been appointed as official OPA Tire Inspection Stations. Look for a sign identifying one of these stations. Go to any one you choose.

Official stations have 4 responsibilities. They are authorized to:

(1) Recommend repairs before neglect ruins a tire that could be fixed to stay in service.

(2) Recommend a recapping for your tires, or replacement, where necessary.

(3) Report people who willfully and carelessly abuse their tires. Such persons can be deprived of the right to obtain gasoline and tires.

(4) Report cases to War Price and Rationing Boards when serial numbers of tires on cars are not the same as shown on the tire inspection records.

Carry your record form in your car. All car owners with "A," "B," or "C" ration books must have

a Tire Inspection Record Form in their cars by December 12. Get a form from your local War Price and Rationing Board, gasoline service station or garage. Fill it in as directed and follow instructions on what to do with it. *Your tire inspection form must be kept in your car at all times.*

Get your record form signed.

After each tire inspection, the inspector will enter on the record form the date, speedometer mileage, serial number of each tire, and his recommendations for service or repair, if any. If no repairs are needed, the inspector signs immediately. If repairs are needed, he holds up signing until the recommended repairs are made.

Ceilings on inspection charges.

Regulations allow the inspector to charge up to 25 cents for examining the car's 5 tires. If any tires must be removed from the wheels or rims for closer inspection, the inspector may charge up to 50 cents for demounting and remounting each tire.

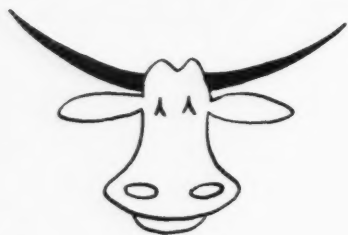
Motorcycle tires are inspected,

too. All of the above inspection requirements apply to motorcycle tires, too. Holders of basic "D" (motorcycle) gasoline ration books must have tires inspected every 4 months, after the first inspection; and holders of supplemental "D" books must have the tires inspected every 2 months.

If you have any questions about tire inspection, take them to your local War Price and Rationing Board.

Sure we'll share

Share what?



Beef



Veal



Pork



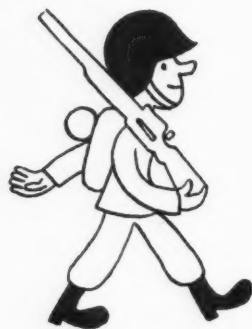
Lamb



Mutton

All of America's great supply of good, red beef, veal, pork, lamb and mutton. Our bacon, sausage, and canned meats, too.

Share why?



Because not one of our boys, wherever they are around the world, shall go hungry. They must have their share.



Because millions of other people are fighting on our side, and they must not go hungry. They must have their share.



Because sharing what's left is fairer than letting the people with the most money and most time buy all the meat.

Share how?



For us grownups, our share is 2½ pounds a week for each.



For us boys and girls, from 6 to 12, our share is 1½ pounds a week for each.



For us boys and girls who are under 6, our share is ¾ pound a week for each.



Our share of the restricted meats will come out of the family's share.

We'll get along, too

Share when?



Every time we buy meat from the butcher we subtract that meat from our week's share.



Every time we eat meat in a restaurant we subtract that meat from our week's share.



Every time we're a guest at someone's home we subtract any meat we eat from our share.



All other meat we eat we add up and subtract from our week's share.



We'll be smart cooks—the kind who cherish all the goodness there is in every ounce of meat we get . . . who cook their meats just to the right turn, never too much, and never too fast so the meat is tough and tasteless . . . who know all the cuts and what each cut is good for . . . who make fine sauces and gravies from drippings.



We'll be flavor stretchers—we'll learn from the cooks who have always had little meat to work with . . . how they spread meat flavor through a bowl of rice, or noodles, or spaghetti, or potatoes . . . how they gather up the scraps and make from them fine stews, hash, meatballs, croquettes, patties, pies, and puffs.



We'll discover the good in other foods—we'll use poultry and fish, of course. Some of us may drink more milk, or eat more cheese, or use dried peas or beans or lentils, foods that are rich in some of the food values that meat holds, too . . . Some of us will use more whole-grain and enriched cereals and bread.



We'll explore new worlds of taste—we'll make fine dishes from the unrestricted meats some of us have shied from up to now . . . "Variety meats" like pigs' feet, ox joints, kidneys, tongue, brains, hearts, and tripe . . . More of these will come to market, and all of them are extra, over and above the 2½-pound share.

We'll reason with the strays

THEY are the folk who have trouble understanding why big meat eaters should cut down on their meat eating and why all meat eaters will soon be rationed. They'll come along all right, with just a little talking to. Some of them have never known how lucky they've been, until now, to have had more than 2½ pounds of meat. Plenty of people have never had

that much. Even now, with the money people have—and some strays think, mistakenly, that everybody now is "in the money," but you know better than that—lots of people don't have budgets big enough to buy even 2½ pounds of meat a week. To people living below the ration line, being rationed up to 2½ pounds a week would look like a feast.



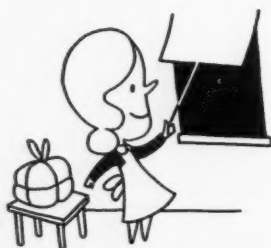
"Good meat eaters are always healthy," this confident meat eater says. People who eat plenty of meat may be healthy; healthy people may be good meat eaters. But it isn't the meat alone that makes them that way. Meat has excellent food values, but it doesn't have all the kinds you need. Nor has it a monopoly on any.



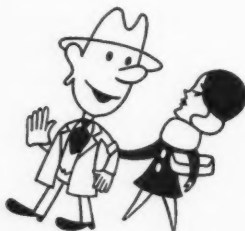
"I wouldn't dream of insulting my guests by serving them hash!" That's what she's saying. Then call it ragout, lady, if that will make you feel better. Of course, if you were a really good cook—the kind your friends admire—you'd know that a good hash or stew, skillfully and imaginatively prepared, can be food for the gods.



"How can you expect me to do all that arithmetic?" she wants to know. Well, it is hard. No fooling. Adding up the wisps of meat you eat at home, in restaurants, at friends' houses, isn't easy. If you want to skip the arithmetic but stay on the sharing side, you might make a habit of choosing more unrestricted meats.



"What nobody sees won't hurt them." Well, let's forget the people on the other side of that window shade, lady, and just talk about you. If you feel all right about it, okay. That's your business. Meat sharing's voluntary now. But how do you like living in a hideout, and sitting down to eat someone else's share? Good?



"It's my money, and I'll spend it the way I choose," he's telling his girl. Nobody blames you, big boy, for wanting a thick steak, every time you take your girl out. It's a kind of symbol of what we can do in our country. Well, don't you forget that when the war is over. Right now, there aren't steaks enough to go around. See?



"But I need more meat than other people need." Need, you said. That's a big word. You may be right, of course. Some bodies do have special need of one kind of food or another. What does your doctor say? If he says 2½ pounds isn't enough for you, then follow his directions. But don't guess what your body needs.

Britain punishes her black sheep

There aren't many, but when they bob up, public opinion deals sternly with people who get around rationing and price control

A VERY CAREFUL reader of newspapers in London last March might have found—tucked away in a little paragraph on an inside page—the story of one ton of sugar.

The adventures of this ton of sugar didn't add up to a story that deserved headlines.

It was reported for the good and sufficient reason that incidents like this one are uncommon enough to be newsworthy.

It seems that Smith, a baker, bought a ton of sugar for £150 (about \$600). He sold it to Preston, another baker, for £162 10s (some \$650). Preston is reported to have said, "It's a high price, but it's like manna from heaven."

On the face of it, this would seem like an ordinary business deal. Yet the police arrested Preston and Smith. Both were tried. Both were convicted of dealing in the "black market." Both were heavily fined.

What was the crime?

Great Britain has a price ceiling on sugar—£50 a ton. Smith had charged more than 3 times the ceiling price.

That was crime No. 1.

Sugar is strictly rationed in England. Preston was getting around his ration, buying more sugar than he was entitled to, and Smith helped him.

That was crime No. 2.

With 2 counts against them, Smith and Preston were severely punished.

Black marketing, the name people give to operations like Smith's and Preston's, is a wartime crime.

In peacetime, neither in Great Britain nor in America had it been counted a crime to buy more food than your neighbor bought; to pay an exorbitant price for something you greatly desired; nor to waste food.

If you could afford such extravagances and special privileges, you could indulge in them without fear of punishment.

But war puts a new value on sharing. What was a noble impulse in pre-war days becomes a matter of course when nations

have guns pointed at each other.

Then each human life—rich or poor, privileged or under-privileged, powerful or weak—must be treasured.

Bombs are no respecters of the tracks that separate those who used to count and those who didn't.

That's what is behind price control and rationing orders. That's what is behind the severe penalties imposed on such people as Smith and Preston.

Never since the beginning of the war has black marketing been anything more than a minor problem in England.

There is nothing comparable to the black markets that flourish in other European countries where there are recognized black market prices for staple foods and where illicit dealings seriously interfere with supplies to legitimate markets.

Only 26 miles separate the British from their European neighbors, but there's a continent of difference separating their success and European failure in fair handling of scarce goods.

The British pass on these explanations for that difference. To us, just beginning to ration goods, as a wartime necessity, these explanations deserve looking into.

First off, the necessities of living are not so scarce in England that anyone need suffer serious privation. Even supplies of food, which are the greatest temptation to black marketing, are sufficient to keep everyone close to the safety line. True, there's precious little fun in the meals you get. Meals are simple and apt to be monotonous, but they are nourishing.

Second, the British have hedged the trading in goods with elaborate orders, controls, and regulations. Maximum wholesale and retail prices are fixed on practically every foodstuff consumed. A wide range of foods is rationed. Rationed foods move through trade channels controlled by licenses. The government allocates some foods, store by store. Business, obviously, cannot be conducted with that

"fine, first, careless rapture" of pre-war days; it must become the agent of all the people of wartime England.

Third, the government employs a large number of food inspectors to see that orders are respected. Some of these inspectors operate out of the central government; others are employees of local food control committees.

Fourth, penalties for violating orders have been made severe. Black market operators may be sentenced to as much as 14 years in prison, and be fined as much as \$20,000, plus whatever illegal profits are made. Ministry of Food inspectors are given new rights of search. People who benefit from black market operations are presumed guilty and must prove their innocence.

Fifth, the public is invited and encour-

BACK of Britain's notable record in keeping black marketing to a minimum is a power more potent than any policeman's.

Black markets don't have a chance in a nation that believes in rationing its scarce goods, so that all may share.

We in America yield not an inch to any nation in our belief in the rightness of rationing our scarce supplies. Every opinion poll taken shows how ready we are to be rationed when necessary.

What if there are some strays who fail to go along? In 3 years, they counted up to only one-tenth of one percent in England. We'll find some strays, too, as we swing into rationing. And, as in England, we'll punish them justly and sternly.

A few thousand strays are not important. It's the millions believing in fair sharing who will make necessary wartime rationing in this country the success it is in England. They're the ones who count.



NEW clothing and footwear have been rationed in England since June 1941. Even though the consumer gets his clothing from a street vendor, he must buy no more than his rightful share. He pays not only money for what he gets, but "points." Each article has a "point" value. The number of points a grownup may spend for clothing a year is 51.

aged to report all instances of black marketing they run across. The government acts promptly on these reports. Full publicity is given to decisions on cases. That's why the case of Smith and Preston deserved some space in the newspapers.

Stack up all these precautions Great Britain has taken to make black marketing unnecessary, unprofitable, and unpopular, and you understand why so few cases turn up.

Up to the middle of 1942, about 50 thousand persons had been convicted of black market activities. That represented a little more than one-tenth of one percent of Britain's 45 million population, and touched a negligible proportion of the total shopping transactions made by these 45 million during nearly 3 years of war.

Of the offenders, only a very small proportion committed acts serious enough to warrant prison sentences. The crimes of 4 out of 5 brought fines of only \$20 or less.

Records of black market dealings do not pretend to measure whatever major problems may arise in the government's dealings with food suppliers or handlers at the source. They are concerned solely with violations of government orders after goods get into the stream of commerce where rationing and price fixing orders are applied.

Black marketers, whose unsavory reputations go down in court records and in government reports, often are people who never before have been dishonest but who, by violating war orders, are proved to be working against the welfare and safety of the nation.

In most cases, guilty ones are not professional thieves, fences, swindlers. They are people who have been slow to understand the new order of things. It takes a child a year or more to learn how to use its legs. It isn't easy, even with bombs threatening his life, for a grownup to learn new habits of thinking of his neighbor first, and to unlearn old habits of thinking of himself first.

Hither and yon through the records, you get glimpses into the struggles that some people have in making these new wartime adjustments.

A railway porter was sentenced to a month's imprisonment for stealing 6 bottles of gin. He had worked 40 of his 59 years for the same company. No crime had ever before been charged against him.

Another workman stole 4½ pounds of tea. He was sentenced to 21 days in prison. "You stole the tea rations of 36 persons for one week," said the jurist. "If everyone did that, there would be chaos."

A meat salesman, 44 years old, stole 9



OLD CLOTHING exchanges give people a chance to trade in outworn, but clean and mended, garments. No money changes hands. All values are measured in "points."

pounds of meat, in what his lawyer described as "a moment of weakness." A man of exemplary character, the salesman explained he had always been a heavy meat eater and found it difficult to get along on his ration. Despite his appeal for leniency, the judge committed him to prison for 6 months at hard labor.

There was a man by the name of Jeal. Jeal persuaded Grogan, a grocery manager, to sell him, without coupons, a parcel of provisions including butter, sugar, bacon, and other rationed foods. Jeal paid £1 for the parcel. Police officers saw Jeal place the illegally purchased parcel in his car. They investigated and arrested both men. Grogan pleaded that Jeal had pressed Grogan for the goods because Jeal had been ill for 3 weeks. Grogan felt sorry for him. Both men were convicted.

An employee of a dairy, in another case, stole 20 gallons of milk from his employer and sold them to another dairy. He received 4 shillings for the milk. Over against that, his crime netted him 8 months imprisonment.

These are petty thefts, of course. Even in the aggregate they don't seriously threaten British control of living necessities. Nor do the instances of outright fraud which sometimes turn up in the courts.



BEYOND the food rations families are permitted to buy are the meals served in British Restaurants, factory canteens, workers' hostels, and other centers. These people are lined up to get a well-balanced dinner, including meat and 2 vegetables, which they can buy for about 20 cents in this typical "British Restaurant," one of 2,000 now operating.

There was a widow who registered for rations under her own name and also as the wife of a man with whom she was living. She received 2 identity cards and 2 ration books. She registered at 2 different shops, and drew double rations for several months. Then, fearing that her neighbors had found her out, she destroyed one of the books. She was sentenced to 6 months at hard labor and fined £25 for her misdeeds.

Forgery was resorted to by a woman who managed to obtain £340 worth of food in 13 months by preparing letters which represented her as managing an army officers' canteen, and which authorized her to buy food for their mess. A newspaper, reporting the incident, said she was trapped by the police who asked her to spell "order." She spelled it "ordor," the way it had been spelled in the letters.

An engineering firm asked the government for permission to buy 2,600 gallons of gas to move building equipment which had been sold to a firm working on airfields. On examination, it was discovered that the equipment was in no shape to be moved. The firm was given a stiff fine of several hundred pounds for making false statements to secure gasoline.

Waste, no less than thefts and frauds, is watched and scotched. When it is un-

covered, it is dealt with summarily. But only a rare case turns up in the records.

Here's one example of the kind of waste that gets penalized: A zealous clerk re-

ported to the police that he had seen a loaf of bread lying on the roof of a university building in Cambridge. A student came forward, admitted placing the bread on the roof, and explained that the bread had become stale and that he had put it out for the birds to eat. He was fined £1, nevertheless. University authorities announced that hereafter they would collect all stale bread from students, and return it to the university kitchens for re-use by humans.

Selling price-controlled articles at higher than ceiling prices is considered by the British to be black-market dealing. During March 1942, when black markets were under severest public scrutiny, a London butcher who sold half-pound pork sausages at 8 pence when their ceiling price was 6½ pence was brought into court as a second offender and fined £100.

Much more serious than any of these cases is organized theft of goods to supply the black market. One example: A former automobile dealer had been receiving property stolen from the British army, presumably to divert these goods into illegal channels of trade. Blankets, tinned food, and milk were found in his possession. This black marketer was sentenced to a 3-year jail term. An occasional case arises where black market

THIS vitamin enthusiast, displaying her wares in a London railway station, tries her luck persuading customers to buy "hygienic washed carrots," which aren't scarce, in place of sweets and chocolates, which are. Apparently she is having notable success.



transactions are suspected, but, as Omar Khayyam put it, "a hair divides the false and true." It taxes the best judgment of the policeman or magistrate to decide whether or not a crime actually has been committed.

For example, a policeman in London stopped a man walking down the street with 5 pounds of meat under his arm, and hailed him before a magistrate as a black market suspect. The man explained that he was carrying a friend's rations to place in his own refrigerator. The magistrate scratched his head and said he wondered whether the policeman had been right or wrong in interpreting the food laws. He, himself, didn't know. Neither did the defendant; nor did the Ministry of Food official who later was invited to comment.

A British censor uncovered another borderline case. He found the following letter written by a 75-year-old widow in a London hotel to a friend in Ireland. "I was glad to see you liked the sweets . . . You remember I have diabetes . . . I get 6 shillings' worth of meat every week and I don't need so much so now and again I take 4 or 5 chops to a very nice girl who owns a sweet shop. When she has sweets, she always gives me the first chance of them and I get plenty . . . Another friend makes me a lovely cake because I take her meat; and another, new-laid eggs off her farm every week. So you see, everyone is good to me." Hailed into court, the dear old lady said she

didn't think she was doing anything wrong, but gave the meat away out of kindness. The magistrate, however, found it necessary to fine the widow £2 for "supplying rationed food for household consumption without authority."

A London wholesaler was fined upward of £600 for "supplying 5 cwt. sugar without license" to another wholesaler. The accused said he supplied the sugar on loan only. Rationed goods, he said, were occasionally loaned by one firm to another when supplies were delayed; and no money was made out of the deal. The court, bearing in mind the need for strict control of the nation's scarce goods, received the explanation without sympathy, and imposed the heavy fine.

Add up all the reports and records of black marketing in Great Britain, and the sum total of crimes is obviously a trifling matter.

The British Ministry of Food issues monthly figures on enforcement of food regulations. According to these, by far the largest number of violations—roughly 1,000 a month—occur when retailers fail to display prices, or when they sell above the legal maximum. "Supplying or obtaining food without correct authority,"—an offense which may be prompted by profits or by nothing more than the desire of a man to have an extra pork chop—accounts for about 800 cases a month. The balance of the offenders come into court on charges of illegal slaughtering, false declarations,

trading without a license, imposing illegal conditions of sale.

War puts new values on "share-and-share-alike." What was a noble impulse in pre-war days becomes a desperate necessity when nations recognize that each human life—rich or poor, powerful or weak—is an asset.

Then rules must be made, rules that assure, when food supplies are tight, that they get to the people who need them; that punishment is meted out to people who put their own desires ahead of the necessities of other people.

So far, we in this country have had little experience with black marketing. That isn't because we are superior human beings. We are only at the beginning of rationing and price control. Supplies of civilian goods are not yet as desperately tight here as they are in most other places in the world.

Very rapidly though, we are moving into a situation where the per capita supply of some goods that keep our own families alive, working, healthy, and secure, is going to be more scarce than before the war. The tighter supplies become, the greater the temptation to this person and that to "pull a fast one."

British success in minimizing that temptation provides a challenge to match, if not to better, that country's record in keeping black marketing unnecessary, unprofitable and unpopular.

MOTHERS' time is precious, so one local Food Officer borrows a municipal truck, and carries ration books to them. When the truck stops on a street, a loud speaker invites the neighborhood to come and collect their books. Then babies and all turn out.



ALL over the country, families are encouraged to grow their own gardens and to raise stock, to supplement family rations. Owners of cottage gardens can dispose of their unneeded foods at market prices, as these women in a Worcestershire village are doing.



Sweden rations food

[Continued from p. 4]

forests. The remaining 15 percent ingredient is molasses, a by-product of sugar beets, which Sweden is now growing in abundance.

In addition to the ersatz fodder (which farmers call "pine oats") the Swedish people have expanded in the substitute fodder field. Today the Swedish householder lets his grass grow long before cutting it. Grass is allowed to grow high in Stockholm parks. When lawns are trimmed, the cuttings are collected for fodder.

Leaves and twigs are collected. School children go out in droves to get them. They also pull reeds out of the swamps, and bring them in to be mixed with other ingredients for animal fodder.

Schools have a new type of athletic contest. It takes place in the orchard at apple-picking time. The school whose pupils get the most apples off the trees gets a cup.

To keep her larder full, Sweden has had to resort to ingenious devices. For example: When a new class of young men is called up to serve in the army, the men are sent to work in the forests for 4 months before getting into uniform. Soldiers are granted leave to help plow, plant, and reap. Further, to help solve the labor shortage, the government has formed labor units, composed of young women in colleges and universities, who are organized into battalions, trained, then sent from farm to farm, wherever needed.

Illustrations in this issue:

Cover and page 2—*American Swedish News Exchange, Inc.*

Page 3—(Lower left) *American Swedish News Exchange, Inc.*; (lower right) *Svenska Dagbladet*, August 30, 1942

Page 4—*Swedish Travel Information Bureau, Inc.*

Page 5—*Washington Post*

Page 6—(Top left) *Farm Security Administration*; (top right) *Office of War Information*; (bottom) *USDA Extension Service*

Pages 8, 9, 10—*Drawings by Ted Jung*

Pages 12, 13, 14—*British Combine*

City people organize trips to the country to help get in the hay. Some city people have their own little "potato plots" on vacant land in the city, and Joe Mechanic on his day off goes out to his landed estate (down the block) and looks for potato bugs. There are 10,500 such plots in Stockholm alone, as compared with 3,000 in pre-war days. Much besides potatoes is grown on them—cabbage, peas, beans, carrots, and beets. The government has encouraged the development of these plots. Actually, people don't need much urging to supplement their rations by the home garden method. Surpluses can be turned in to the government at market price, or

preserved. Extra sugar is made available for canning just as in this country.

These are some of the devices Sweden uses to keep her people fed. Similar devices are used in rationing and in controlling the price of other essentials of living that are short—like fuel, clothing, and even tobacco.

Sweden doesn't claim to have arrived at any perfect solution of the civilian problems that war imposes on a neutral country. It does offer its experience to other nations struggling with similar problems, and trying to solve them in the democratic way.

Consumers' bookshelf

HOW TO WIN ON THE HOME FRONT, by Helen Dallas, Public Affairs Pamphlet No. 72. October 1942, pp. 32. Address: Public Affairs Committee, Inc., 30 Rockefeller Plaza, New York, New York. 10 cents. Explains, in terms of Mrs. America's problems, why we must spend less and save more in wartime, why we have rationing. Gives practical suggestions on planning home life, budgeting and buying under a war economy.

RATIONING — WHY AND HOW. August 1942, pp. 15. Address: Your State OPA office. Free. Simple, illustrated explanation of the rationing program with particular references to rubber, automobiles, sugar, and gasoline.

TEACHER'S HANDBOOK ON OPA'S WARTIME ECONOMIC PROGRAM. July 1942, pp. 19. Address: Information, Office of Price Administration, Washington, D. C. Free. States principles behind price regulating, rationing, conservation, and standards, and tells how teachers can contribute to effectiveness of these measures. Contains study outline and suggests classroom activities.

HOW YOU CAN HELP KEEP WAR-TIME PRICES DOWN. Illustrated. October 1942, pp. 20. Address: Information, Office of Price Administration, Washington, D. C. Free. Seven things you should know about price control, how you can help when you shop, what to do when you

think you are overcharged. Lists commodities on which ceiling prices must be posted.

ON THE HOME FRONT WITH AMA FOOD PROGRAMS. August 1942, pp. 8. Address: Agricultural Marketing Administration, U. S. Department of Agriculture, Washington, D. C. Free. Description of the AMA's wartime food distribution programs on the home front: Food Stamp, Direct Distribution, School Lunch, School Milk, Victory Food Specials. Explains how they aid farmers and consumers, and how they contribute to the defeat of the enemy.

FOOD FOR FREEDOM LEAFLETS. Bureau of Home Economics. 1942. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Includes "Food for Growth" AWI-1, "Vitamins from Farm to You" AWI-2, "Fight Food Waste in the Home" AWI-3, "When You Eat Out" AWI-5.

FIGHT FOOD WASTE IN THE HOME, and GET THE GOOD FROM YOUR FOOD. Bureau of Home Economics, U. S. Department of Agriculture. Two sets of charts, each chart 14 x 20 inches, printed in black, white, and red, on heavy paper. Address: Superintendent of Documents, Washington, D. C. 25 cents for a set of 10 charts. (Sold in sets only.) Specific measures to take in order to save when buying, serving, and storing foods are presented in picture series.

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Consumers' Guide

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Listen to Consumer Time

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CG News letter

A Wartime Supplement to
Consumers' Guide
December 1942

"TO GUARANTEE BASIC LIVING ESSENTIALS"

" . . . to guarantee our people at least their minimum essentials . . . has now become a fundamental feature of our policy of economic stabilization."

There's punch in that statement, made on November 13, by the Government's Director of Economic Stabilization who was appointed by the President in October and given full authority to get a firm grip on living costs and standards in wartime.

To back it up, the economic stabilizer issued these orders to the War Production Board:

" . . . undertake a vigorous program of simplification and standardization of production and distribution, not merely to eliminate frills and wasteful practices, but wherever necessary and advantageous to concentrate on the production of relatively few types of goods of standardized quality, design, and price."

" . . . undertake a study to determine what are our bed-rock minimum civilian needs consistent with the fullest war production."

"Both," he added, " . . . (are) intended to be a positive program that will guarantee our people the basic living essentials that they must have at prices that they can pay."

WHAT WILL THIS MEAN TO YOU?

Judging by the experience of other nations, up against the same problems, we might see:

Less variety: But the goods that do come to market could provide sufficient variation to meet basic civilian needs, while using a minimum of materials needed by the military. Nobody's talking of putting civilians into uniform.

Less shoddiness and frilliness: Capacity to perform, not appearance of quality, would be the test. A part-wool blanket with only 5 percent wool wastes wool.

More grade labeling: When variations in quality are permitted, each grade would be appropriately labeled. That's to make price control surer, consumer buying easier. Already more U. S. Government graded meat than ever is coming to market.

More standardized models: If maximum economy in men, materials, and machinery can best be achieved by laying down rigid style, size, quality, and quantity of a product, then there would be more standard models, similar to the British "Utility" products.

MILEAGE RATIONING'S URGENT

Not a single private automobile is permitted to run in Great Britain.

We (with vastly greater transportation problems) are trying to keep a maximum of ours running. And we'll succeed, OPA tells us, if every car owner does these things:

- (1) Disposes of all tires over 5 per passenger car. By December 1, this must be done.
- (2) Gets a Gasoline Ration Book. By December 1, no one is permitted to buy gasoline without giving a coupon. Car owners must list the serial numbers of the tires they are using in their ration book.
- (3) Gets a Tire Inspection Record, duly approved by your War Price and Rationing Board. By December 12, no one is permitted to buy gasoline unless he presents this record.
- (4) Gets an official OK on tires. By January 31, 1943, all tires in use must be inspected and approved by official tire inspectors.
- (5) Uses every possible method to cut down on tire wear. If you don't know how, ask your local War Price and Rationing Board.

That last advice goes for any question you have about tire and gasoline registration, too.

COFFEE RATIONING IS IN FULL SWING

If you make and drink all of your coffee at home, you may be wondering how consumers' rations (one pound for 5 weeks, starting November 29, for each person 15 or older whether he drinks coffee or not) stack up against restaurant rations.

WPB and OPA say they have done their best to see that no favoritism has been shown eating places. If an unfair share shows up in eating places, new rules may be devised.

Individuals are not rationed by OPA on the number of cups they may buy in eating places. That's left to the eating places. Some are cutting out all seconds. Others are raising the price of each cup. (Cost of coffee to them is controlled by OPA; cost of a cup of coffee to you isn't.)

Your one-pound ration coupon entitles you to purchase pure coffee — unmixed with "stretchers." But mixtures, like pure coffee, cost a coupon, too.

Labels must tell you what stretchers, if any, and how much, are in the package. Unlabeled mixtures should be reported to your local War Price and Rationing Board.

Don't ask for green (unroasted) coffee; it's illegal to sell it to you.

"Instant" coffee, liquid coffee concentrates, coffee extracts are not rationed, but very, very little of them comes to market.

MORE RATIONING SOON TO COME

January 1, or thereabouts, you'll have a chance to get your copy of a brand new general ration book.

Presses are rolling them out by the million, a copy each for America's 134 million people. (Men in our fighting forces, of course, won't need theirs, except on furlough.)

Each book can provide rationing control for 2 major groups of commodities for 6 months. Red coupons can be used for one; blue, for the other.

Which commodities will be rationed with this new style book, Washington doesn't say yet. Meats are a good bet, for one. If you've been cutting down your meat purchases to 2½ pounds per week, in the Share-the-Meat program, you've been getting good training for meat rationing.

When you get your book, read it, front and back. Back cover will say this: "This book

is your Government's guarantee of your fair share of goods made scarce by war. . . ."

WATCH FOR A NEW KIND OF PRICE CEILING

Of course you've noticed, when you shop, that some stores have higher ceiling prices than others.

That's because OPA's price ceiling orders have allowed stores to fix ceilings at the highest price each one charged at some earlier period. Naturally, ceilings varied from store to store.

Now OPA is beginning to substitute specific ceiling prices for the store-to-store kind. (For want of a better name, OPA calls these new ceilings "dollar-and-cents prices.")

"Dollar-and-cents prices" are ceiling prices that hold for all stores. Some apply to all stores in an area. Some apply to all stores throughout the country.

For example: There are Nation-wide "dollar-and-cents prices" for women's nylon and silk hose; rubber heels; anti-freeze. There are zone-wide "dollar-and-cents prices" for sugar. More and more of both will be issued.

Importance to you is this: All "dollar-and-cents prices" so far are tied to definite quality grades and types of goods. Store-to-store ceiling prices weren't. Every price that's tied to quality grades and types makes price control easier and surer.

HERE ARE NYLON "DOLLAR-AND-CENTS PRICES"

No store in the country is permitted to charge you more than these ceiling prices.

You are entitled to sue any store which does charge you more.

RETAIL CEILING PRICES

Construction	First quality	Irregulars	Second quality	Third quality	Fourth quality
A. Circular knit hosiery. All types.....	\$1.55	\$1.40	\$1.15	\$0.80	\$0.40
B. Full fashioned hosiery:					
1. 48 gauge and lower: All deniers:					
(a) Nylon leg.....	1.65	1.50	1.25	.85	.40
(b) All nylon.....	1.85	1.65	1.40	.95	.50
2. 51 gauge and 54 gauge:					
(a) 30 denier and coarser:					
(1) Nylon leg.....	1.85	1.65	1.40	.95	.50
(2) All nylon.....	1.95	1.75	1.45	1.00	.55
(b) Finer than 30 denier:					
(1) Nylon leg.....	2.15	1.95	1.60	1.10	.55
(2) All nylon.....	2.25	2.00	1.70	1.15	.60
3. 57 gauge and higher. All deniers:					
(a) Nylon leg.....	2.50	2.25	1.90	1.25	.65
(b) All nylon.....	2.50	2.25	1.90	1.25	.65
C. Cut and sewn lace hosiery: All types.....	1.95	1.75	1.45	1.00	.50

¹ This is the most commonly sold type.

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	Third quality	Fourth quality
\$0.80	\$0.80	
.85	.40	
.95	.50	
.95	.50	
1.00	.50	
1.10	.53	
1.15	.60	
1.25	.65	
1.25	.65	
1.00	.50	

OBEY PRICE CEILINGS, OR ELSE, WARNS OPA

Tougher than it has ever been since issuing General Maximum Price Regulation in April 1942, OPA is beginning to use its brass knuckles on violators of price ceilings and price posting rules. (See "Consumers' Guide," June and August 1942 issues for rules.)

After checking on 10,000 retail (mostly grocery) stores, OPA sent warnings in November to more than 4,000.

Obeys price control orders, it said, or OPA will ask the courts to suspend your license to do business.

Unintentional violators received gentle warnings. Willful violators will get more than a warning.

Here are typical violations OPA uncovered: charging high-quality prices for low-quality canned tomatoes; selling small glasses of jams and jellies at ceiling prices fixed for large glasses; diluting sirup and selling diluted stuff at ceiling prices fixed for undiluted sirups; failure to post ceiling prices; failure to keep records of ceiling prices.

Four other enforcement drives are on. If they don't already know, your merchants might be interested.

HONORS TO THE MOLLY (PRICE) PITCHERS

They're the privates in America's battle against rising prices who deserve distinguished service medals, if there were any to hand out.

Four of them showed up in November: one each in New York, Washington, Cleveland, Chicago.

Each of them heeded OPA's Administrator: "I call attention also to the fact that an overcharge is grounds for the shopper to bring civil suit to recover from the seller 3 times the amount of the overcharge, or \$50, whichever is greater, plus court costs and lawyer's fees."

Each of them, brought suits and won.

Each of them, by taking action, helped OPA to make price ceilings your protection against higher living costs.

Note to you: Every overcharge on every commodity with price ceilings entitles you to sue for 3 times the overcharge or for \$50, whichever is greater. Your local War Price and Rationing Board will tell you how.

IS NATION-WIDE U. S. GRADED MEAT JUST AROUND THE CORNER?

It isn't here yet, but it begins to look as if the day when all consumers can buy their

meat according to U. S. standards and stamps may not be far off.

Last summer, OPA ordered all meat packers to grade all wholesale cuts according to U. S. standards, and put one grade stamp ("AA," "A," "B," or "C") on each wholesale cut. Grading by packers themselves was permitted. (See CG News Letter, November 1942.)

Soon widespread "up-grading" by packers was reported. "Up-grading" means stamping a lower-quality meat with a higher-quality grade.

OPA got injunctions against 120 packers suspected of "up-grading."

Now 3 out of the 4 "big" meat packers use U. S. Government grades and graders in stamping all qualities of beef and veal. U. S. Government grade stamps show the grade on each retail cut.

Many other packers, also, have asked the Government to grade their meat. All that's holding back is a shortage of trained Government graders which will be made up as soon as possible.

TRICKY CLAUSES IN RENT LEASES ARE BANNED

No landlord, in areas where rents are fixed, can impose new obligations on you which he did not require on your maximum rent date, OPA says.

To be sure of your rights, read carefully the lease in force on that date.

If that lease did not call for a money deposit, you don't have to give one now.

If that lease did not require you to pay a penalty when late paying your rent, you don't have to pay a penalty now.

If that lease did not require you to pay gas, electric, water, or telephone charges, you don't have to pay them now.

If that lease did not specify the number of people who could occupy the premises, you can't be limited now.

Even if you signed a new lease after rent control was started in your city, and that new lease required you to do things not required by your lease on the maximum rent date, you do not have to live up to the new requirements.

OPA wants you to be sure of your rights if your landlord threatens eviction. Take your problems to your local area Rent Control office, if you aren't sure.

Federal rent control now operates in 355 areas, covering 76 million people.

GAS USERS MUST ECONOMIZE

Use every trick you know, and learn some new ones, for saving on natural and manufactured

gas in house and water heating, cooking, refrigeration—the War Production Board asks our 85 million home gas users.

War industries need gas. Railroads, which must carry the oil and coal from which gas is made, have other jobs to do, too.

WPB's not fooling when it warns that serious shortages may appear if home gas consumption isn't cut.

Look up last December's gas bill, and keep this December's lower. Keep on working at cutting down your bills. That's surest proof that you're a saver.

WPB will send you their suggestions on how to stop gas wastes in your home.

NEW TAXES RAISE CIGARETTE COSTS

OPA permits new taxes, effective November 1, to be passed on to consumers, but retailers must state the amount of the tax separately from their ceiling prices.

Increased tax on regular cigarettes of 20 to the pack amounts to one-half cent per pack, 5 cents per carton; 25 cents per thousand cigarettes.

Retailers must allow customers to buy 2 packs at a time, to avoid charging an extra cent on each pack.

Cigarette vending machines, geared to sell only one pack at a time, may increase the price by a full cent.

When the tax works out at less than a half-cent per package, the retailer must absorb it on one package but may charge an extra cent on 2.

CONSUMER CALENDAR

- Dec. 12 Every car owner in the country on this date must have a Tire Inspection Record, to buy gasoline.
- Dec. 15 Sugar ration stamp No. 9 (3 lbs.) expires.
- Dec. 15 Fourth instalment of 1941 income tax due for quarterly payers.

1943

- Jan. 1 Your employer (if you're a wage earner) starts deducting 5% Victory Tax from your pay.
- Jan. 3 First coffee ration stamp (No. 27 in your War Ration Book No. 1, good for 1 lb.) expires. No. 28 (1 lb.) good from Jan. 4-Feb. 8.
- Jan. 31 First inspection of tires on all passenger cars must be completed.

This and that

Production of baby diapers is keeping pace with the national birth rate, WPB assures mothers.

Turn your ration books into your local War Price and Rationing Board when you enter military service. Anyone found to be using yours will get into trouble.

Your soldier boy, home on furlough, has a right to a half-pound of sugar per week. Before he leaves camp, ask him to apply for a sugar certificate.

"There's no excuse for any increase in prices of rayon hosiery," OPA states. On the contrary, costs "are more likely to be reduced than increased."

Get the pennies out of piggies, the Director of the Mint urges. If every American family should return to use 10 penny pieces, and these should stay in circulation, the Nation's supply would be increased by one-third 1941's record production.

"C" stickers on automobiles, after December 1, must show why their owners get preferred mileage.

Postmen may, but your laundryman mustn't, ring twice at your home on the same day. Office of Defense Transportation has ruled that laundries may not deliver clean clothes in the morning and pick up soiled ones in the afternoon of the same day at the same place.

Our fighters overseas, at posts where fresh pork can't be shipped, may get a taste of pork anyway. USDA's Agricultural Marketing Administration, awarded in November its first contract for dehydrated pork. Techniques for drying this meat have been hard to work out. Now AMA is sure it's got something, and something good.

If you're an old-time sauerkraut fan, you're in luck this year. No kraut will be canned, but the USDA is helping producers to put tons of it up in barrels. Fans say barrel-packed kraut has superior flavor.

CG News letter

December 1942

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Agricultural Marketing Administration

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